



BILSON'S

GUIDE TO

NATURAL HEALTH

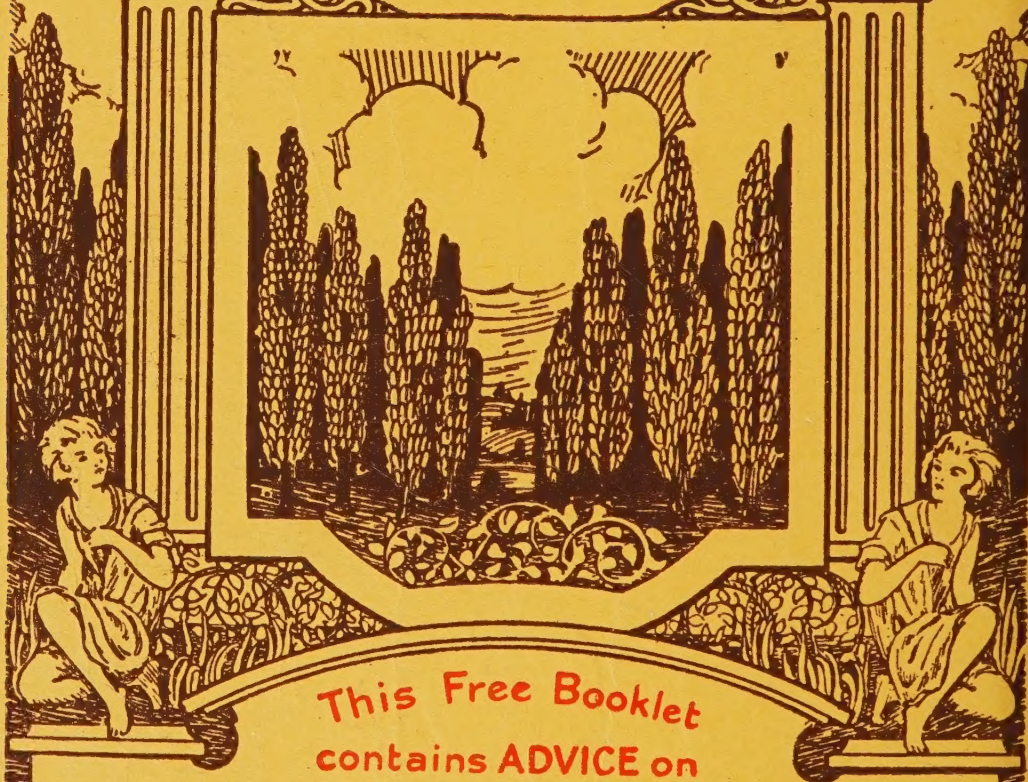
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T. O. S. STUDIOS

BRIGHTER HEALTH

and how to
ATTAIN IT.



This Free Booklet
contains **ADVICE** on

**ACIDITY, CATARRH, HEADACHES,
CONSTIPATION, INDIGESTION,
NERVES & RHEUMATIC TROUBLES.**

(ALL RIGHTS RESERVED)



22501249510

sent post free on request.

BILSON'S GUIDE

TO NATURAL HEALTH

*A concise and comprehensive list of Health Foods,
together with explanatory Articles, Tables
of Food Values, Recipes, etc.*

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LONDON

T. J. BILSON & Co.

19 Grays Inn Rd., Holborn, W.C.1

HOLBORN



4710





**YOU SIMPLY
CAN'T BE
HAPPY
TILL YOU'RE
FIT !**

AND fitness is so EASY to attain. The quickest and surest way to health and happiness starts in the morning . . . EVERY morning ! Make HONEY-GRAINS your breakfast food. What could be more health-giving than Fruits and Nuts with all their NATURAL goodness retained ? No sugar to add, no preparation . . . and you'll relish its delicious flavour !

Start TO-MORROW on the way to HAPPINESS with . . .

**MAPLETON'S
HONEY-GRAINS**

the delicious health-giving
**ALL BRITISH FRUIT AND NUT
BREAKFAST FOOD**

now 8d. and 1/9

MAPLETON'S NUT FOOD CO. LTD.
GARSTON : LIVERPOOL, 19.

PURE FOODS

Obtainable from

T. J. BILSON & CO.

19, GRAYS INN ROAD, W.C.1.

Telephone: Holborn 4710.

STARRED LINES ARE SENT POST FREE, FOR CARRIAGE PAID TERMS ON OTHER LINES, SEE PAGE 72.

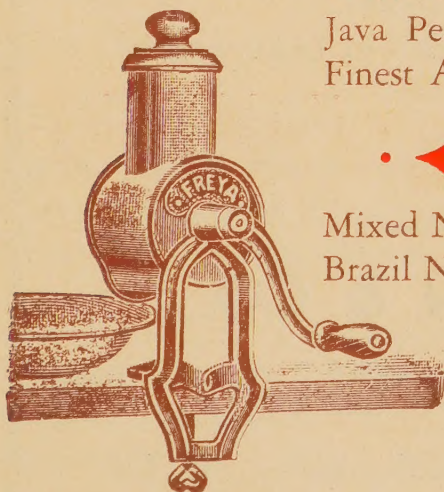
All prices are subject to market fluctuations.

NUTS

Nuts are rich in valuable oils, protein, and organic salts.

All the undermentioned are of the finest quality.

Finest Mixed Nut Kernels (No Peanuts)		per lb.	2/-
Finest Brazil Kernels		per lb.	2/-
Finest Walnut Kernels		per lb.	2/-
Finest Italian Pinekernels		per lb.	2/-
Small Jordan Almonds		per lb.	2/8
Finest Jordan Almonds		per lb.	3/4
Finest Barcelona Kernels		per lb.	1/6
Finest Blanched Almonds		per lb.	2/8
Finest Valencia Almonds		per lb.	2/8
Finest Cashew Kernels		per lb.	1/10
Java Peanuts		per lb.	5d.
Finest Almonds and Muscicels		per lb.	1/8



NUT MILLS, 2/8 each.
Large size, 4/6 each.

NUT MEALS

Mixed Nut Meal		per lb.	2/2
Brazil Nut Meal		per lb.	2/2
Walnut Meal		per lb.	2/2
Almond Meal		per lb.	3/-
Pinekernel Meal		per lb.	2/2
Barcelona Meal		per lb.	1/8

COCONUT FLOUR
per tin 10d.



**NOTHING ADDED
NOTHING LOST**

Non-Alcoholic Sterilised

SNOW'S INVALID WINE

PURE GRAPE JUICE

*Each Bottle contains the juice from 5lbs. of
luscious Concord Grapes.*

*As a food and drink for the ailing and convalescent,
the tired-out and the run-down, Snow's Invalid Wine
has no equal.*

*Invaluable for sufferers from constipation and those
with weak digestions.*

Especially beneficial in cases of Influenza.

Sustaining - Invigorating - Health-Giving

Obtainable from

T. J. BILSON & CO.

Pint Bottles 35/- dozen.

Sample Pint Bottle, post free 3/3.

SNOW'S GRAPE JUICE CO., LTD.

LONDON, E.C.4.

DRIED FRUITS

THESE are of reliable quality, thoroughly matured, and superior to ordinary varieties. Cheaper grades, are frequently treated with acids, in order to improve their poor and impoverished appearance, and are not economical in use, owing to the fact that they contain such a large percentage of skin and waste.

MUSCATELS

Finest Loose Muscatels	per lb.	1/-
Finest Malaga Clusters	per lb.	2/-
Fine Malaga Clusters	per lb.	1/10
Muscateles and Almonds	per lb.	1/8



FIGS

Choicest Pulled Figs				per box	1/4 and 2/3
Selected Figs					per lb. 1/3
Natural Figs					per lb. 7d.

DATES

Finest Tunis					per box 1/9
Fine Tunis					per carton 8½d.
Buzra Dates					per carton 6d.

BANANAS

Very Finest			per lb.	10d.
-------------	------	------	---------	------

PLUMS

Finest Oregon Plums		per lb.	10d.
Finest Californian Plums		per lb.	1/-
Selected Californian Plums			per lb. 10d.



DRIED APRICOTS, PEACHES, etc.

Choicest Apricots				per lb.	1/6
Choicest Peaches				per lb.	1/2
Choicest Pears				per lb.	1/2
Choicest Nectarines				per lb.	1/-
Choicest Fruit Salad				per lb.	1/2

WELCH'S
NON-ALCOHOLIC
GRAPE
JUICE



Pressed from rich ripe grapes.
6d., 1/-, 1/6 and 2/9 per bottle.

Beneficial to all, especially to invalids and the aged. Rich in valuable Mineral Salts and of extreme value in all deficiency diseases.

Welch's Grape Juice is most economical in use as it contains only the nourishing portion of the fruit. Each bottle contains the juice of several pounds of fresh grapes.

Include a trial quantity of this invigorating tonic with your next order.

ALSO
WELCH'S
GRAPE JELLY

Free from skin and seeds.
9d. per glass.

Supplied and recommended by
T. J. BILSON & CO.
19, GRAYS INN ROAD, HOLBORN, W.C.1.

DESSERT FRUITS

Finest Carlsbad Plums	1/7½ and 3/-
Finest Glacé Fruits	3/9, 7/3 and 14/-
Fine Glacé Fruits	3/3, 6/6 and 11/6
Glacé Stem Ginger	 per lb. 2/8
Crystallised Ginger Pieces	per lb. 1/8
Preserved Ginger (loose)	per lb. 1/-
Finest Preserved Ginger, 3 lb. jars	2/-
Finest Ginger, Stem jars, 3 lb.	2/3
Finest Glacé Pineapple Cubes, lb.	2/-
Finest Glacé Cherries	 per lb. 1/6
San José Pears	 per tin 1/8
San José Peaches	 per tin 1/6
Finest Fruit Salad	 per tin 1/8
Fine Apricots	 per tin 1/4



Fine Peaches					per tin 1/4
Fine Pears					per tin 1/4
Fine Sliced Pineapple (Hawaiian)					per tin 1/4
Finest Grape Fruit					per tin 10d.

FRUITS FOR PUDDINGS

RAISINS

Finest Valencia					per lb. 1/2
Choice Valencia					per lb. 1/-
Choicest Seedless Californian Raisins					per pkt. 9d.

CURRENTS

Very Finest Vostizza					per lb. 10d.
----------------------	------	------	------	------	--------------

SULTANAS

Very Finest Greek					per lb. 1/-
Finest Australian					per lb. 1/-

CANDIED PEEL

This is not ordinary peel. It is the very choicest sent over here, and is rarely to be found in the ordinary stores.

Choicest Orange or Lemon					per lb. 1/-
Choicest Citron					per lb. 1/2
Choicest Mixed					per lb. 1/-

HOME-MADE MINCEMEAT

....		per jar 1/-
------	------	-------------

FULNUT

is now made in four varieties

WALNUT per 2/4 lb.

BRAZIL per 2/- lb.

ALMOND per 2/4 lb.

FRUIT per 1/6 lb.

Trial Packets of Assorted Varieties 6d. each.

Fulnut is a Highly Nourishing and Sustaining Food. It is manufactured from the Finest Ingredients, and is free from Injurious Chemicals and Preservatives.

Order a Trial Quantity Now.



with **BUTTER -
TEEMING WITH
HEALTH & ENJOYMENT**

SUNNYBISK contains all the energy and strength Nature stores in the whole grain of the wheat. Change to Sunnybisk if you would see what a difference there can be in cereal foods. Note the delicate crunchiness, the crisp, tasty toasted wheat flavour. Be sure to try Sunnybisk with butter and honey. Children thrive on it. Save your coupons for free quality gifts.

**6d
AND
10 1/2
PER
PKT.**

Makers:
**GRANOSE FOODS Ltd.,
Watford - - Herts.**



SIGNPOSTS TO HEALTH



Take meals and sleep regularly; and do not eat between meals.

Masticate all food thoroughly, and take drinks between meals.

Avoid too many condiments, and take some vitamin foods. Cook vegetables conservatively, and take plenty of uncooked salads.

Take some protein food regularly, and avoid too much starch and sugar.

Remember that all food taken will affect the body either for good or ill, and be careful of its quality.

Take exercise regularly, and do not forget that sunshine is valuable when it can be obtained.



THE HAY DIET.

THIS diet takes its name from William Howard Hay, an American doctor who is the author of several works on diet, and who has lectured extensively on both sides of the Atlantic.



The two most important points which are emphasized by Dr. Hay are the maintenance of an alkaline balance by taking more alkaline-forming than acid-forming foods, and the organization of meals so that proteins and fruits are taken separately from vegetables, starches and sugars. Dr. Hay also emphasizes the importance of fresh fruit and vegetables in a healthy diet, and he states that such highly concentrated protein foods as meat and eggs, should be taken in smaller proportions than is customary.

Those who intend adopting this diet will find it a little difficult at first, but after a time they will get used to new and strange combinations. In Dr. Hay's system, cheese should not be eaten with bread, which is starchy, and meats or nut meats should be eaten without either bread or vegetables. As these particular foods have a long tradition of being eaten together, those who attempt to divide them, at first find the new combinations extremely unusual, and it takes them some considerable time to get used to the change.

The restoring of an alkaline balance where too many acid-forming foods have been taken in the past, together with a general cleansing of the system are most important features of the Hay Diet, and must be achieved before full benefits can be obtained from this system of dieting. BILSON'S NERVE FOOD being strongly alkaline in character is an ideal and convenient preparation for restoring the alkaline balance since it counteracts the acid-forming propensities of certain foods, whilst LAXATIVE CLEANSER assists in removing impurities where this is necessary. Dr. Hay also advises the use of KELP, a preparation made from sea flora, which is rich in natural salts.

We shall be pleased to answer any further questions regarding this diet if those who contemplate giving it a trial will be good enough to write to our Advice Dept. We may state that it is particularly effective in cases of digestive troubles.

• FRUIT AND NUT DESSERT •



MAPLETON'S FRUITARIAN CAKES

Apricot and Plum; Brazil and Fruit;
Pear and Cherry; Peach and
Walnut; Apricot and Nut; Date
and Almond and other varieties.

Sandwiches

Nutolate, Marzipan, Raspberry
Chocolate, Coconut, Lemon Cream
and Almond.

ALL VARIETIES, 3½d. and 6d. each.
1 lb. SLABS of SANDWICHES, 11d. each.
FRUITARIAN LUNCHEONS, 6d. each.

FANCY BOXES OF FRUIT AND NUT DESSERT

Holly Casket						3/-
Round Box						1/6
Gold Tray						1/-

FRUIT AND NUT CAKES

Nut Bromose					per packet 6d.
Fruit Bromose					per packet 6d.
Fruit Fulnut					per pound 1/6

STUFFED DATES

STUFFED TUNIS DATES
Walnut, Brazil, Almond or
assorted per lb. 2/6





OVER'S PURE CONFECTIONERY

is made from the finest quality ingredients and is therefore both wholesome and nourishing.



OVER'S PEPPERMINT DUMPS

are an old fashioned sweet which is agreeable to the palate, and an aid to digestion, if taken at the end of a meal.

Per Large Tin **1/4**

Ginger and Clove Flavoured Dumps are also stocked.

OVER'S PURE CHOCOLATE

is of the finest quality and most delicate flavour, and it has the additional advantage of being less sweet than ordinary chocolate. It is stocked in three varieties, *Plain, Milk and Nut.*

$\frac{1}{4}$ -lb. Slabs **4½d.** each.

$\frac{1}{2}$ -lb. Slabs **9d.** each.

Include a Trial Quantity with Your Next Order.

Sold and recommended by

T. J. BILSON & CO.

19, GRAY'S INN ROAD, LONDON, W.C.1.

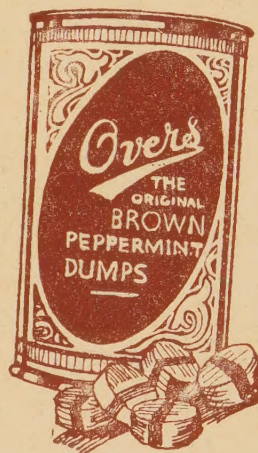
• CONFECTIONS •

Honey and Walnut Marzipan Balls			per lb. 2/6
Bilson's Walnut Fulnut			per lb. 2/4
Bilson's Almond Fulnut			per lb. 2/4
Bilson's Brazil Fulnut			per lb. 2/-
Bilson's Assorted Fulnut			per lb. 2/-
Bilson's Fruit Fulnut			per lb. 1/6

OVER'S CHOCOLATE

$\frac{1}{2}$ lb. Slabs 9d. $\frac{1}{4}$ lb. Slabs 4 $\frac{1}{2}$ d.
(Milk, Plain or Nut Milk).

Over's Mixed Rock		tin 1/6
Over's Peppermint Dumps		tin 1/4
Over's Clove Dumps		tin 1/6
Over's Ginger Dumps		tin 1/6
Over's Butterscotch		tin 1/6
Over's Everton Toffee		tin 2/-
Over's Almond Hardbake		tin 2/-
Ginger Candy		per pkt. 6d.



Genuine Turkish Delight			per box 7d. and 1/2
Mecca Brand Turkish Delight			per box 2/3
Ilikits			each 1d.
Mapleton's Sandwich Dainties			each 2d.
Barley Sugar			jars 10 $\frac{1}{2}$ d. and 1/6
Mate Health Chocolate			per pkt. 3d.

JELLIES

Pitman's New Jelly Crystals (Assorted Flavours)			per pkt. 6 $\frac{1}{2}$ d.
Welch's Grape Jelly			per glass 9d.
Agar Agar, powdered, for preparing jellies			per oz. 4 $\frac{1}{2}$ d., per lb. 5/6
Gelozone			per tin 1/-, 1/9 and 3/3



DIGESTION.

SMALL digestive disturbances, if neglected, lead to serious troubles, including Gastric Catarrh, Gastric Ulcers, and even sometimes Peritonitis. The chief causes are wrong foods, hurried eating, and often lack of tone in the central nervous system.

In cases where heavy feeding has been customary, the digestive organs will appreciate a day's fast; but in many other cases, fasting will not be found so advantageous. It is advisable not to take more than three meals a day, and to avoid sloppy foods and too much starch and sugar. Drinks should be taken one hour before meals. A teaspoonful of Bilson's Digestive Food may be taken with each meal when desired.

If the trouble appears to be of nervous origin, read the article on Nerves. Avoid taking meals when excited or over-tired. It is better to rest for a little while and wait longer for a meal, than to take it at a time when one is unable to digest it properly. Try to masticate all food thoroughly, and remember that the digestion of most foods commences with the action of the saliva in the mouth.

Cheese is often difficult to digest, but many can digest it easily when finely grated. In the same way, many who cannot digest nut kernels, can readily digest nut meals. Pulses are unsuitable for cases of weak digestion. Most people soon find out by experiment which foods suit them best.

Indigestion and Constipation are twin complaints which frequently go together, both helping to poison the blood stream. Where the trouble is complicated by Constipation this must, of course, receive attention, and the article on this subject indicates the best methods of treatment.

THE CHILDREN'S FOOD



MOST children are given too many sloppy foods, too much milk, and too much sugar and starch. The tendency is to give them too many foods which are merely fattening, and to give them too few foods which contain the organic salts necessary for building up their bodily structures, their teeth, and their bones.

They are usually not given sufficient salads, and other cleansing material, to assist them to get rid of acid wastes. The result is that they frequently have furred tongues and winter coughs.

Often it is difficult to get children to eat salads, and some perseverance may be necessary. Children should not be given more than three meals a day, and eating between meals should be discouraged.

After they have acquired their teeth, children are best on an ordinary reform diet, but until they attain the sixth year they require rather less than half the quantities required by an adult. From the sixth to the tenth year they will need about three-quarters as much as an adult of the same sex, and from the tenth year to the approach of adolescence they will require the same quantities as an adult. During the adolescent period, both boys and girls require from one and a quarter to one and a half times the quantities required by a healthy adult. At this time, and at all times when the child is highly sensitive or nervous, a daily cup of Bilson's Nerve Food will effect a substantial and lasting improvement.

If wholemeal cereals and salads take their proper place in the diet, there should be regularity of the bowels; but, in the event of any constipation, it is important to deal with the condition immediately, or it may cause impure blood and many other troubles. Our article on Constipation should be read by every parent, as it is only by keeping the blood-stream in a clean and healthy condition during childhood that the little ones can grow up into healthy and useful citizens.



IN PLACE OF MEAT
WISE FOLK EAT..

Pitman's

NUT MEATS

CHEAPER THAN BUTCHER'S MEAT.
ELEVEN VARIETIES.

SOMETHING TO SUIT EVERY TASTE.
MORE NUTRITIOUS. GREATER VARIETY.
NO BONE. NO WASTE.

Can be served hot or cold, for breakfast, dinner, tea or supper. They will be found cheaper, more nutritious, quite as palatable, and of greater variety, with no bone and no waste. The Nut Meats are all packed in parchment-lined hermetically-sealed tins. They have all been scientifically cooked and are ready to serve, or can be prepared as dinner dishes in exactly the same way as flesh meat.

MEAT WITHOUT MEAT.
EAT NO MEAT
ON FRIDAYS,
BUT EAT
"PITMAN" NUT MEATS
ON ALL DAYS.
IDEAL DISHES
IN PLACE OF MEAT.
NO BONE! NO WASTE!



INDISPENSABLE TO
THE UP-TO-DATE
HOUSEWIFE OR
BACHELOR.

For prices see opposite page

Sole Manufacturers:

" PITMAN "
HEALTH FOOD
CO,

VITALAND : FOUR OAKS

NUT MEATS

GRANOSE NUTMEATS



		$\frac{1}{2}$ lb.	1lb.	$1\frac{1}{2}$ lb.
		tin	tin	tin
Granutose	(Pine Kernel)	1/2	1/10	2/6
Sanameat		1/2	1/10	—
Protose		1/—	1/8	2/4
Saviand		1/—	1/8	—
Nuttolene		10d.	1/6	2/—
Nuttose		9d.	1/4	1/10
Protose Pudding		10d.	1/6	—
Nut Brawn		10d.	1/6	—
Alkalene		1/—	1/8	—

Samples of certain kinds
6d. each.

PITMAN'S NUTMEATS

		$\frac{1}{2}$ lb.	1 lb.
		tin	tin
Nut Meat Brawn		11d.	1/7
Savoury Nut Meat		11d.	1/7
Regal Nut Meat		11d.	1/7
Nuto Cream		10d.	1/5
Smoked Nuto Cream		10d.	1/5
Brazose		1/1	1/9



"PITMAN"
NUTMEAT BRAWN

Samples of first three kinds, 6d.; Nut Cream, $5\frac{1}{2}$ d.;
Brazose, 7d. each.

MAPLETON'S NUTMEATS

			$\frac{1}{2}$ lb. tin	1lb. tin
Pinekernel			$8\frac{1}{2}$ d.	1/3
White Brazil....			$8\frac{1}{2}$ d.	1/3
Nut Meat Galantine			7d.	1/—
Savoury (plain or forcemeat centre)....			7d.	1/—
Curried			7d.	1/—

SOYA

The WONDER BEAN for HEALTH



The SOYA bean has wonderful nutrient properties and is a real health food because:—

- (a) Its protein content is twice that of other beans and it is the only "complete" vegetable protein.
 - (b) It is a great energy providing food because it has 20 per cent. of digestible oil.
 - (c) It contains all the essential to growth and normal development.
 - (d) It contains Vitamins A, B, D, and E.
 - (e) It increases alkalinity and counteracts the excess of acid-forming foods.
 - (f) It does not cause flatulence.
- Cooked Ready to Serve Hot or Cold.

For Prices see Page 49.

Be sure to ask for
"Granose" Soya Beans.

Wheat-flake
Crispbread

GRANOSE

Nature's way to
GLORIOUS HEALTH

Granose Biscuits are now sold in larger sized packets and the quality of the biscuits remain of the same high standard as formerly. You are certain to get beneficial results, from including Granose Biscuits in your diet as the method of preparation of the whole wheat berry ensures that in digestion the full strength and goodness of the grain are rapidly assimilated into the system. Granose Biscuits are delicious with butter and honey.

PER
1/2
PKT



**RECOMMENDED
FOR THOSE
SUFFERING WITH
DIGESTIVE DISORDERS**
**FREE SAMPLE
ON REQUEST...**

MAKERS
GRANOSE FOODS LTD.
WATFORD · HERTS

• NUT MEATS •

These will be found very useful and tasty as savouries for lunch, dinner, etc. There being such a splendid variety, one should make a point of trying as many as possible, noting the ones particularly preferred.

NUT MEAT POWDERS

(These are also useful for sprinkling over salads).

Bilson's Nut Meat Powder				per lb. 1/6
Mapleton's Savormix				6d. and 1/9
Mapleton's Maplemeat				4½d. and 1/4
Granose Rissol-nut				6d. and 1/-
Frittamix				per lb. pkt. 1/4

NUT SAVOURIES

Home Made Brazil Paste				4½d. and 7½d.
Home Made Pinekernel Paste				4½d. and 7½d.
Home Made Walnut Paste				4½d. and 7½d.
Mapleton's Tomato Paste				 7d.
I.H.A. Potted Nut Paste				 7½d.
Pitman's Seaside Paste				 7½d.
Tomato Savoury				per pot 6d.
Celery Savoury				per pot 6d.
Savoury Roast				per pot 6d.
Savoroll				 each 6d.

Good and Handy —that's MARMITE



Marmite is now available in *two* convenient forms. Keep both of them by you and use them freely. The new Marmite Cube makes the tastiest and most nourishing of drinks. It dissolves instantly in boiling water or milk.

For sandwiches, soups or meat dishes use Marmite from the familiar jar. Delicious in itself, it brings out the flavour of other foods and makes them do you more good. For Marmite is rich in Vitamin B, which you *must* have for your health's sake.

MARMITE

BRITISH MADE

(Registered Trade Mark)

**Cheapest and Best for Soups, Stews, Sauces,
Sandwiches and all Meat Dishes**

In Jars : 1 oz. 6d., 2 oz. 10d., 4 oz. 1/6, 8 oz. 2/6, 16 oz. 4/6.

In Cubes : 1d. each, tin of six 6d.

Sold and recommended by . . .

T. J. BILSON & CO. LONDON, W.C.1.

PULSES

The pick of the market and quite superior to ordinary varieties.

Finest Brown Beans	per lb.	5d.
Finest Green Flageolets	per lb.	1/3
Finest German Lentils (Green)	per lb.	6d.
Finest Egyptian Lentils (Red)	per lb.	4d.
Finest Soya Flour	per lb.	8d.

SOUPS & SAVOURIES

FLAVOURINGS



Marmite : 1 oz. 6d., 2 ozs. 10d., 4 ozs. 1/6,
8 ozs. 2/6, 16 ozs. 4/6

Verva 10d., 1/4 and 2/4

Yeastrel 6d., 10d., 1/6, 2/6 and 4/6

*Celery Powder 7½d. and 2/3

*Onion Powder 7½d. and 1/3

Mapleton's Nut Gravy 9d. and 1/3

Herbolite Salt 6d. and 1/6

Bevita 10d., 1/6, 2/6 and 4/6

Heinz Tomato Soup 6d. and 9d.

Gold Standard Mayonnaise 1/2

PITMAN'S SOUPS

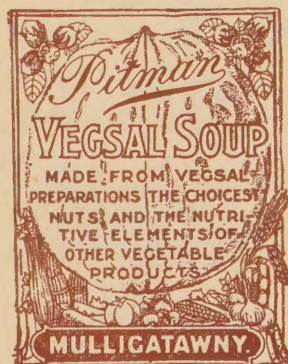
Nuto Cream Soup per tin 6d. and 3/-

Celery Soup per pkt. 3d., per tin 1/8

Green Pea Soup „ „

Mushroom „ „

Spinach „ „



Have you

~~NERVES~~

or

NERVE?



*Health for
Work and play*

You cannot enjoy glorious health and endless vitality if the nerves, which control most of the main bodily functions are in a poor or rundown condition.

BILSON'S NERVE FOOD

... being rich in Organic Phosphorus, Calcium, Sodium and Iron, contains the organic salts needed for rebuilding nervous tissue and regenerates broken down nerve cells in a miraculous manner. After a course of this wonderful aid to health, you will sleep better, feel better, and once again enjoy life to the full.

Don't Drug your Nerves

... FEED THEM with

BILSON'S

NERVE

FOOD

Sample Tins
6d.

Standard Tins 2/6.

Double Size Tins 4/9.



AS
FOR THE
FREE BOOKLET



ABOUT YOUR NERVES

THE rush and noise of modern life places an undue strain upon the nervous system; and sometimes, one's nerves show signs of the extra strain which they have to bear.

When the nerves need a tonic, most people rush to the druggist's, where they obtain temporary relief at the cost of permanent injury. The natural mineral salts contained in green vegetables are extremely valuable to the nervous system; and if one finds large quantities of salads too bulky, we have a special nerve food which contains these valuable salts in an organic form.

Many ailments, which are frequently attributed to other causes, are really due to the fact that the central nervous system is not functioning properly, and is affecting other important organs. In such cases it is madness to whip up the nerves with dangerous drugs. What they require is more gentle treatment and careful dieting. By this means only can they be permanently restored to health.

A little patience is required at the outset; but usually an improvement will be noticed in from ten days to two weeks. In order to achieve quick results, attention should also be paid to the general health; and if there is any constipation, special steps should be taken to deal with it. Some hints for obtaining regularity will be found in our article in this booklet. The "Good Health Rules" mentioned on Page 9 should be followed and the mind should be kept as free from worry as possible.



For more detailed information see our free booklet,
"FEEDING YOUR NERVES."



Apricot, Peach-kernel and Olive Oils have always been known for their Health-giving properties.

They are all blended in exactly the right proportions in

BILSON'S VITAL OIL

Invaluable alike in health and disease.

For athletes and the aged.

Its daily use ensures good health and correct lubrication of the system.

USE IT INTERNALLY AS FOOD AND MEDICINE.
Delicious with salads and valuable for outward application.

Packed only by

T. J. BILSON & CO. :: LONDON, W.C.1.

• NUT & FRUIT OILS •



(Oil in Bottles is affected by Light, and it is always better to purchase cans).

BILSON'S OLIVE OIL

1 Pint cans			each	2/3
1 Quart cans			each	4/-
* $\frac{1}{2}$ Gallon cans....			each	7/6
*1 Gallon cans....			each	14/-

BAU OLIVE OIL (if Obtainable)

*1 Pint container						2/6
*1 Quart container						4/6
* $\frac{1}{2}$ Gallon can						8/-
*1 Gallon can						15/-

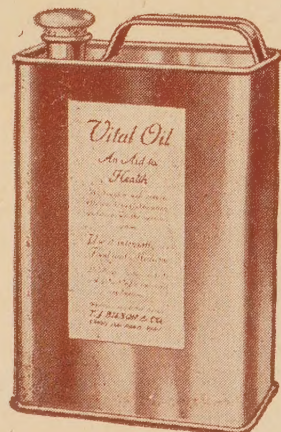
OLIVE OIL SPECIALITIES

Emulsified Olive Oil				1/4 and 2/7
Malt and Olive Oil				1/4 and 2/7
Oliva-vita				1/6 and 5/-

BILSON'S VITAL HEALTH OIL

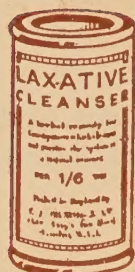
(A Blend of fruit oils including Almond and Apricot Oil, both of which are known for their beneficial effects. Many people who cannot take olive or nut oils find that VITAL OIL agrees with them).

*1 Pint can				2/6
*1 Quart can				4/6
* $\frac{1}{2}$ Gallon can				8/6

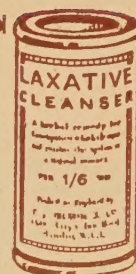


BILSON'S SUPERFINE NUT OIL

1 Pint		1/3	1 Quart		2/3
$\frac{1}{2}$ Gallon		4/3	*1 Gallon		8/3



LAXATIVE CLEANSER



A herbal remedy for Constipation which cleanses and purifies the system in a natural manner.

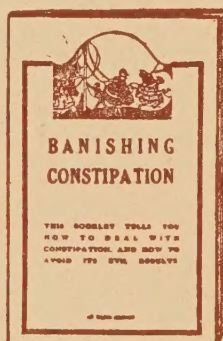
It is not habit-forming and does not lose its effectiveness through continued use. It causes the evacuation of hardened deposits in the intestines, cleanses the stomach, and purifies the blood stream.

LAXATIVE CLEANSER NEEDS NO PREPARATION.

Standard

**1/6
Tins.**

**Sample Packets
2d.**



Household

**5/9
Tins.**

**Sample Packets
2d.**

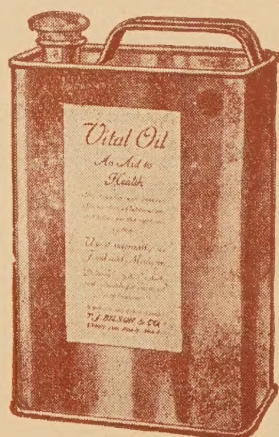
ASK FOR THIS FREE BOOKLET.

BILSON'S VITAL OIL

A Blend of Fruit Oils, valuable alike for internal use and outward application. Can be easily assimilated by those who find it difficult to take other oils.

Pint Cans

**2/6
each**



Quart Cans

**4/6
each**

USE IT AS A FOOD AND MEDICINE.

• VEGETABLE FATS & OILS •



Mapleton's Nutter

per 1 lb. pkt. 7½d.,

per 3 lb. tin 2/2, Tubs 7½d.

Nutter Suet per 1lb. pkt. 7d.

P. R. Olnut per 1 lb. pkt. 7d.

P. R. Olnut Suet 1 lb. pkt. 7d.

MAPLETON'S NUT BUTTERS

		½ lb.		1 lb.
Walnut Cream Butter		6½d.		1/-
Almond		10d.		1/7
Hazel		6½d.		1/-
Cashew		5d.		9d.
Coconut		5d.		9d.
Brazil		8½d.		1/4
Pinekernel		8d.		1/3

"P.R." NUT BUTTERS

Walnut Cream Butter		8d.		1/2
Almond		9d.		1/5
Hazel		8d.		1/2
Cashew		8d.		1/3
Coconut		7d.		1/1

PEANUT BUTTER

Granose Brand per lb. jar 1/-

Granose Brand small jar 7d.

Mapleton's per jar 10½d. and 1/8



NUT CREAMS

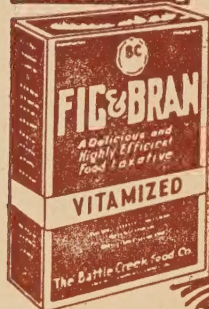
Granose Almond per jar 3/6

SOYA BEAN OIL

(A very good Cooking Oil).

1 Pint cans				1/2
¼ Gallon cans				2/2
*½ Gallon cans				4/-
*1 Gallon cans				7/9

A BATTLE CREEK
HEALTH FOOD
PRODUCT



A Breakfast Food
of NATURAL LAXATIVES
plus YEAST

Healthful & Satisfying

FIGS—bran and yeast—here is an unusual health combination. Figs and Bran for the natural laxative and blood-building elements—and Yeast for vitamin B to build energy. The kiddies like it, too. Serve it for breakfast.

Ready to serve.

PER PACKET . . 10d.

FIG & BRAN



A BATTLE CREEK
HEALTH FOOD
PRODUCT

BUILDS
ROBUST, WIDEAWAKE
YOUNGSTERS

HERE is a tempting breakfast food of wheat and barley which combines tasteful zest with the health promoting vitamin B. You can promote sturdy growth, assist elimination and aid digestion by serving ZO breakfasts. It is crisp and crunchy, appetising and tasty. Growing children thrive on it

A BREAKFAST FOOD

RICH IN VITAMINS

PER PACKET

10d.



Sold and recommended by
T. J. BILSON & CO.
LONDON, W.C.1.

BREAKFAST FOODS

Honey Grains			per tin	8d.
Honey Grains			Family tin	1/9
Vitanut Flakes			per tin	1/2
Grape Nuts			per pkt.	9d.
Pitman's Laxative Food			per pkt.	1/-
Cream of Wheat			per pkt.	1/3
Granose Biscuits, Plain			per pkt.	1/2
Granose Biscuits, Malted				per pkt. 1/2
Granose Flakes, Plain				per pkt. 6d.
Dr. Allinson's Power				per pkt. 9d.



*Vitamin Tonic Food per tin 1/-

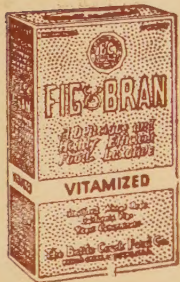


Fig Vita Bran			per pkt.	8d.
Fig and Bran			per pkt.	10d.
Fig and Bran Flakes			per pkt.	1/6
Kellogg's Corn Flakes			per pkt.	5½d.
Kellogg's Bran			per pkt.	7½d.
Strength of Wheat			per pkt.	10d.

Bismeal				per pkt.	7½d.
Post's Whole Bran				per pkt.	7½d.
Post's Bran Flakes				per pkt.	7½d.

Shredded Wheat per pkt. 8d.

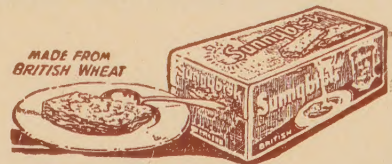
P.R. Breakfast Food per pkt. 9½d.

Sunnybisk per pkt. 6d. & 10½d.

Fruit Bran per tin 8d. & 1/9

Allinson Oats per pkt. 7½d.

Allinson Barlets per pkt. 7½d.





BILSON'S CELERY FOOD

PREPARED FROM SELECTED PARTS OF THE
CELERY PLANT AND OTHER VALUABLE
INGREDIENTS. EXTREMELY VALUABLE TO ALL
WHO NEED A NON-ACID DIET. ITS REGULAR
USE EFFECTIVELY COUNTERACTS EXCESS OF
ACID-FORMING FOODS.

STANDARD
SIZE
3/-



TRIAL
TINS
8d.

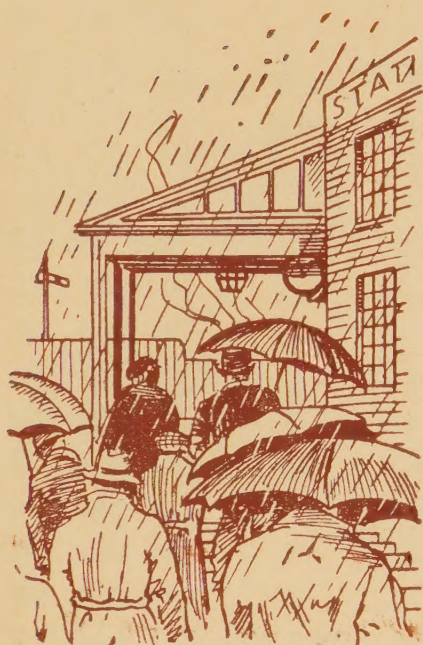
Bilson's Celery Food needs no preparation, and may be taken
dry, sprinkled over other foods, or dissolved in a little warm
or cold water.

Bilson's Celery
Food is sent
post free.



Include a Tin
with your next
Order.

RHEUMATISM



RHEUMATISM means a stream or a flowing. When acids and other impurities accumulate within the system they flow to various parts—usually the joints—where they cause congestion and inflammation of the tissues, often accompanied by pains. Arthritis, Muscular Rheumatism, Neuritis, Gout, Sciatica, and many other diseases all belong to the rheumatic family. In one case, the muscles are attacked, in another the nerves; but, in all cases, there is a poisoning by acid substances.

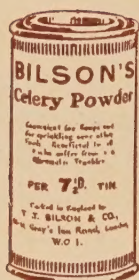
Those who suffer from rheumatic complaints should avoid sweets and starchy preparations. Salads are helpful, and celery is especially beneficial. We can now supply Celery Powder in small tins.

A new preparation known as BILSON'S CELERY FOOD has recently been introduced. It is prepared from selected portions of the Celery Plant combined with other anti-acid ingredients, and should prove a great boon to all. It is conveniently packed in golden tins, and is ready for use without any preparation.

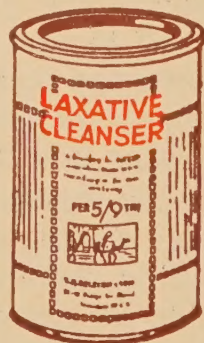
Should the trouble be complicated by constipation, it would be well to read the article on that subject, which gives further information regarding the trouble. If the bowels are not working regularly they may be continually throwing additional supplies of toxins into the system.

If the trouble is dealt with before it has had a chance to get deeply seated, a few weeks' treatment may suffice; but long-standing cases often need much more care and patience; and during the treatment the patient must sometimes expect set-backs due to climatic changes, and other conditions beyond his control. Wet weather often aggravates the trouble, whilst dry and sunny weather proves beneficial.

HERBS



*Laxative Cleanser	per tin	1/6 and 5/9
Anæmia Herbs	 per pkt.	9d.
Blood Purifying Herbs	 per pkt.	9d.
Catarrh Herbs	 per pkt.	9d.
*Celery Powder	 per tin	7½d. and 2/3
*Onion Powder	 per tin	7½d. and 2/3
*Celery Pills	 per tin	9d.
*Chlorophyll Pills	 per pkt.	9d.
Cough and Lung Herbs	 per pkt.	9d.
Indigestion Herbs	 per pkt.	9d.
Kasbah Kidney Herbs	 per pkt.	9d.
Pile Herbs	 per pkt.	9d.
Raspberry Leaves	 per pkt.	9d.
Stomach and Liver Herbs	 per pkt.	9d.
Tonic Bitter Herbs	 per pkt.	9d.
*Garfield Tea (Liver)	 per pkt.	1/1 and 2/2
*Garfield Headache Powder	 per pkt.	1/1
*Garfield Digestive Tablets	 per bot.	1/3
*Densmore Corpulency Tea	 per pkt.	6/-
Cordova Corpulency Tea	 per pkt.	1/-
Innerclean	 per pkt.	2/6
Wallace's Specifics, Nos. 2 to 12	 per bot.	3/-
Alpine Tea	 per pkt.	9d.
Chamomile Flowers	 per pkt.	4½d.
Composition Powder	per pkt.	2d. and 1/-
Composition Essence	 per bot.	1/-
Elderflower	 per pkt.	2d.
Horehound	 per pkt.	2d.
Marshmallow	 per pkt.	2d.
Mixed Sweet Herbs	 per pkt.	2d.
Peppermint	 per pkt.	2d.
Slippery Elm Powder, 2 ozs.	per pkt.	5d.
Pine Tree Tablets	 per tin	4d.
Celery Seed	 per pkt.	4d.



FOR OTHER HEALTH AIDS SEE PAGE OPPOSITE.

• HEALTH AIDS •

TONICS

*Bilson's Nerve Food per tin 2/6, 4/9, 8/6
sample tins 6d.

*Vitamin Tonic Food per tin 1/-

Snow's Invalid Wine per bot. 3/-



FOR CONSTIPATION



*Laxative Cleanser per tin 1/6 and 5/9

Lacto Dextrin per tin 6/- and 28/-

Psylla per tin 6/- and 28/-

Fig and Bran per pkt. 10d.

*Natex Food No. 12a pkt. 2/- and 5/6

FOR DIGESTION

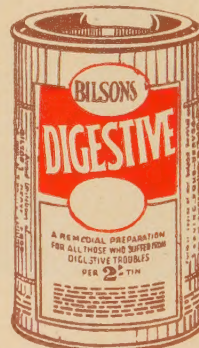
*Bilson's Digestive Food standard tins 2/-
samples 6d.

*Natex Food No. 10 per pkt. 2/- and 5/6

Sanvia per tin 1/9 and 3/3

Charcoal Tablets per tin 6d.

Charcoal Biscuits per lb. 2/-



VARIOUS

Slippery Elm and Honey per jar 1/- and 1/9

Slippery Elm Food 9d., 1/8 and 2/-

Food Ferrin (Vegetable Iron Food) per jar 6/6

*Natex Foods for Obesity, etc. per pkt. 2/- and 5/6

Slippery Elm Rusks per tin 1/-



FOR NON-ACID DIET

Bilson's Nerve Food

per tin 6d., 2/6, 4/9 and 8/6

*Celery Food per tin 8d. and 3/-

*Genuine Mate Tea per tin 1/-, 1/9 and 3/-

*Celery Powder per tin 7½d. and 2/3

*Natex Food No. 7 per pkt. 2/- and 5/6

See also Vital Oil page 25.



HEALTHY LIFE BISCUITS

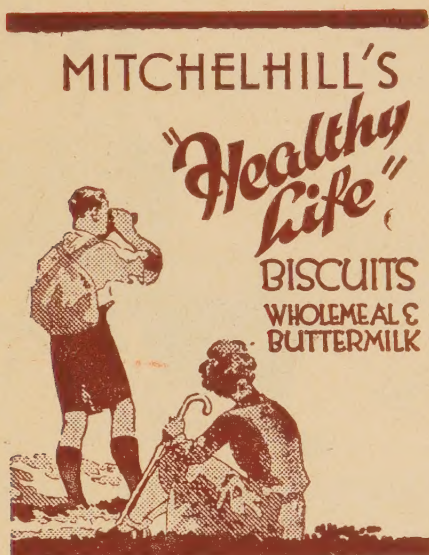
1/-

PER LB. TIN

WHOLE-WHEAT AND BUTTERMILK
in BISCUIT FORM with addition of DAIRY BUTTER,
offers a DELICIOUS and PERFECTLY
BALANCED FOOD.

Manufactured by
MITCHELLHILL of EDINBURGH

HEALTH BISCUITS



MITCHELHILL'S HEALTHY LIFE BISCUITS

(These Biscuits contain Wholemeal and Buttermilk).

Airtight tins						1/- each
Healthy Life Wafers (airtight tin)						1/- each
Household Tins						2/9 each

ALLINSON'S

Several Varieties, 6½d. per packet.

P. R. BISCUITS

(Made without Yeast or Baking Powder).

Lemon Fingers					per lb. 1/4
Rich Dessert					per lb. 1/4
Square Wheatmeal					per pkt. 11d.
Crispit					per pkt. 1/4
Oliver					per pkt. 8d.
Lunch					per pkt. 8d.
Bran					per pkt. 9d.
Laxative					per pkt. 11d.
Digestive					per lb. 1/2

A NEW BISCUIT
made with
R. M. SCOTT'S
famous
STONE GROUND
WHEATMEAL,
HONEY,
Barbados Sugar
and



PEDIGREE GOAT'S MILK
1/- per Large Round Tin.

ARE YOU DIETING? IF SO EAT

R. M. SCOTT'S BISCUITS

FOR INDIGESTION and FLATULENCE

CHARCOAL

6d. per $\frac{1}{4}$ lb. Pkt. and 9d. Decorated Tins.

FOR CONSTIPATION

BRAN

8d. per $\frac{1}{2}$ lb. Pkt. and 9d. Decorated Tins.

FOR EVERY OCCASION

"SIMPLE LIFE"

FRUIT BRAN

Hand Made, delicate Biscuits, 2/- tin.

FOR DIABETES **GLUTAL** 9d. per $\frac{1}{4}$ lb. Pkt.

Sole Manufacturers:

R. M. SCOTT (IPSWICH) LTD., IPSWICH.

BISCUITS

GRANOSE FOOD BISCUITS

(Made from finely ground Wholemeal).



Granose Plain
per pkt. 1/2

Granose Malted
per pkt. 1/2

Charcoal per pkt. 6d.

BILSON'S BISCUITS

(The Best of their kind at a Reasonable Price).

Delicious Dessert					per tin 1/6
Plain Wheatmeal					per lb. 10d. ✓ ¹ / ₂
Short Wheatmeal			per lb. 1/4, 4 lb. tins 5/4		

PITMAN'S BISCUITS

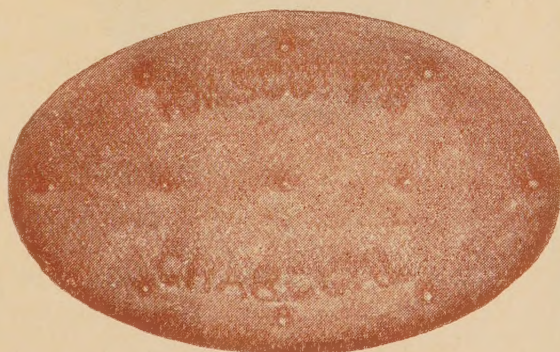
(Wholemeal).

Placobred		per lb. 1/-	Placobred Gems	per lb. 1/1
Celery Crackers	per lb. 1/2		Raisinbred	 per lb. 1/3

SCOTT'S BISCUITS

(Made from Scott's wholemeal flour).

Plain Wheatmeal					per pkt. 8d.
Slightly Sweet					per pkt. 8d.
Ginger		per pkt. 8d.			
Brownies		per pkt. 6d.			
Rugger		per pkt. 6d.			
Charcoal		per pkt. 6d.			
Bran		per pkt. 8d.			
Radiant Health	per tin 1/-				
Butter Scotch Wafers	per tin 1/6				





*We can confidently
recommend*

VI-TAL

Swedish Health Crisp Bread

Made from

Finest Swedish Wholemeal Rye

Eat VI-TAL CRISPBREAD at Every Meal.

Excellent for breakfast with Butter and Honey. It ensures mastication and is an excellent aid to digestion. Splendid for the teeth and rich in valuable mineral salts which tone up the nervous system.

Children appreciate it and old and young alike enjoy its Crispness and Flavour.



*To ensure perfect crispness
warm in a hot oven for a
few minutes.*

**MAKES YOU
STRONG--
KEEPS YOU
SLIM**

—Order a trial packet from—

T. J. BILSON & CO.

Stocked in several varieties. For prices see opposite page.



CEREALS

Best Unpolished Rice		per lb.	5d.
Best Brown Rice		per lb.	5d.
Best Unpolished Patna Rice		per lb.	6d.
Pot barley		per lb.	4d.
Allinson's Flour		per bag	11½d. and 1/10
Scott's Flour		per bag	1/- and 1/11
Finest Spaghetti		per lb.	6d.
Finest Macaroni		per lb.	6d.
Finest Vermicelli		per lb.	8d.
Wholemeal Macaroni		per pkt.	10d.
Whole Wheat (Cleaned)		per lb.	4d.
Allinson's Prepared Barley			1/-, 1/10 and 4/6
Allinson's Natural Food			10½d., 1/8 and 3/11
Pitman's Washed Bran		per pkt.	7d.

COOKED FOODS & BREAD

CRISPBREADS

Vi-tal Delicatesbrod	1/4
Vital Knackebro	1/2
Ryvita Crispbread	1/6
Slippery Elm Rusks	1/-



CAKES

Wallace's Genoa Cakes		2/2
Wallace's Cherry Cakes		2/2
Mapleton's Wholemeal Fruit Cakes	2/4	
Mapleton's Cherry and Sultana Cakes	1/3	
Mapleton's Date and Ginger Cakes	1/3	
Mapleton's Date and Walnut Cakes	1/3	



DIET A

THE days when the Sportsman—and in this term we include the Sportswoman—thought that food values could be disregarded, are happily passed and never likely to return. The publicity which has been given to the dietaries which Sportsmen and Sportswomen of the first rank in Golf, Tennis, Football, Running, Swimming, Cycling and most other kinds of sport have found beneficial has drawn the attention of thousands of athletes to the fact that, if they seriously desire to achieve the best results, they cannot afford to neglect the factor of diet.

Those engaged in active exercise can, with advantage, be less careful of their intake of carbohydrate foods (see Food Classification, page 71) than others whose lives are of a more sedentary nature, but they should balance them with plenty of alkaline and vitamin foods. They may also take a larger quantity of beverages, but these should preferably not be taken with meals. It is best not to take bulky foods just before a match or contest, though they are useful at other times.

Attention should be paid to any tendency towards constipation, as the absence of regular movements has a debilitating effect, and clogs the blood-stream. Regular hours of sleep and rest will be found to help in toning up the system to face exceptional strain with fortitude and endurance. There are many concentrated and easily digestible foods which may be taken with advantage, between one and two hours before a match. One of the most beneficial drinks is made by mixing BILSON'S NERVE FOOD and Sanvia in equal quantities, and drinking the mixture hot.

SPORT

Attention to the needs of the nervous system is at least as important as attention to the muscles, especially in games which combine both endurance

and skill. Advice on toning up the nervous system is given in a separate booklet entitled "FEEDING YOUR NERVES," which we shall be pleased to send post free on request.

The athlete who is determined to achieve success at his chosen sport must be willing to forego rich and highly-seasoned dishes, and to live upon plain foods of good quality. It is impossible to build up endurance and resistance to fatigue on poor and impoverished foods, and sportsmen are advised to always purchase the best quality which can be obtained, and to avoid foods which have been robbed of their mineral salts and vitamins in an attempt to make them more attractive to the eye, as well as those which have been treated with chemicals and other injurious ingredients in an attempt to deceive the purchaser by disguising their poor and impoverished appearance.

Sportsmen need foods which have long staying power, and do not leave behind by-products that cause fatigue. Sloppy foods produce a feeling of satisfaction which soon disappears, whilst most stimulants and condiments produce a temporary feeling of well-being which is followed by early fatigue. Cereal foods should therefore be taken in a dry, crisp state, and it is better to avoid condiments altogether.

Our Advice Dept., will be pleased to give free advice when possible on any special difficulties which may be encountered.

MALTED SLIPPERY ELM FOOD

Prepared by Dr. Thompson's Pure Food Co.



A combination of Slippery Elm, Malt and other nutritive and digestive foods. For infants and invalids. Makes bone, blood and muscle.

"Slippery Elm is a most nourishing, soothing and digestive food."

—J. Skelton, M.D.

This food can be retained by the most delicate stomach, even when other foods are rejected. It is invaluable in Gastric Catarrh and other diseases of the stomach.

IN TINS

9d., 1/8, 2/- & 3/8

DR. THOMPSON'S

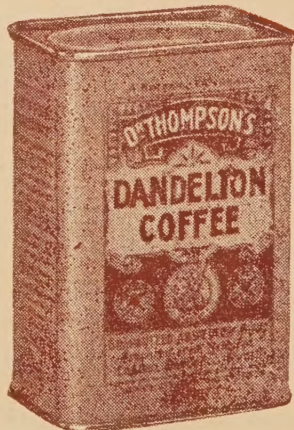
DANDELION COFFEE

THE REAL DANDELION COFFEE

Contains neither Chicory, Coffee, nor other foreign ingredient, being composed entirely of ENGLISH DANDELION ROOT roasted and ground. Its advantages to Dyspeptics and to all suffering from weakness of Digestive Organs are unequalled.

IN TINS

1/-, 1/9, 3/-



BEVERAGES



SPECIAL HEALTH DRINKS

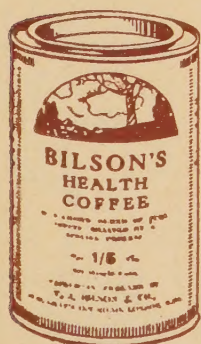
- *Bilson's Nerve Food per tin 2/6, 4/9 and 8/6
Sample tins 6d.
Sanvia per tin 1/9 and 3/3
Ovaltine 1/1, 1/10, 3/3
Slippery Elm Food 9d., 2/-

TEAS AND TEA SUBSTITUTES

- *Bilson's Mate Tea per tin 1/-, 1/9 and 3/-
Sample packets 2d.

Typhoo Tea (Ceylon) per pkt. 8½d. and 1/5

Finest China Tea per lb. 3/4



COFFEES AND COFFEE SUBSTITUTES

- Bilson's Health Coffee ½ lb. tin 1/5
1 lb. tin 2/9

Wallace's Pale Roasted Coffee
per tin 1/6 and 2/10

Dandelion Coffee per tin 1/-, 1/9 and 3/-

Dandelion Coffee Essence
per bot. 9½d. and 1/2

Fig Coffee per tin 10d.

Instant Postum per tin 1/6 and 2/8

Bantam Coffee per tin 2/-

H.A.G. Coffee per tin 1/6

COCOA AND CHOCOLATE FLAVOURED DRINKS

Plasmon Cocoa 7½d., 1/2½ and 2/4

Allinson's Cocoa 5½d., 10d. and 1/7

FOR FRUIT JUICES SEE PAGE 45.





“ PURITY ”
BRAND
LEMON
JUICE

★
FOR
SALADS
MINT SAUCE
DRINKING
AND
MEDICINAL
PURPOSES
★

Expressed in Sicily from Sun-ripened lemons
and bottled under high-vacuum in England.

1/-, 1/8, 3/- & 12/- (gallon) Bottles.

Ask for descriptive leaflet.

The PURE LEMON JUICE CO., LTD.
SUMNER ROAD, CROYDON, SURREY.

PEE EL JAY
Lemon AND Orange Squash

The expression SQUASH can, and often does,
hide a multitude of sins in the shape of added
citric acid, essences, etc. A bottle of squash
may not contain more than a spoonful of fruit
juice.

P.L.J. squashes are made from the same juice
as “Purity” Brand medicinal juices, with fruit
cells and the addition of pure cane sugar to
give the desired degree of sweetness.

P.L.J. SQUASHES form a pleasant thirst-
quenching drink and you have the satisfaction
of knowing that they contain nothing injurious
and are very ECONOMICAL.

2/- per large bottle.



• HONEY •

			1 lb.	5 lb.
			jars	tins
Bilson's Superfine Orange Flower Honey			1/4	5/6
Finest Aromatic Hymettus			1/9	7/6
Finest Water White Clover			1/2	4/9

Quotations for larger quantities upon request.



• FRUIT JUICES •

(Free from Impurities and Injurious Chemicals)

Snow's Invalid Wine			bot	3/-
Welch's Grape Juice		bot.	6d., 1/-, 1/6	
Mostelle Wine, Golden,	quarts	3/3,	pints	2/-
Mostelle Wine, Red,	quarts	3/-,	pints	1/10
Purity Lemon Juice				
(unsweetened)	1/-,	1/8 &	3/-	
Pee-El-Jay Orange Squash				
	per bot.			2/-
Pee-El-Jay Lemon Squash				
	per bot.			2/-
Pure Raspberry Juice				
	per bot.			2/4

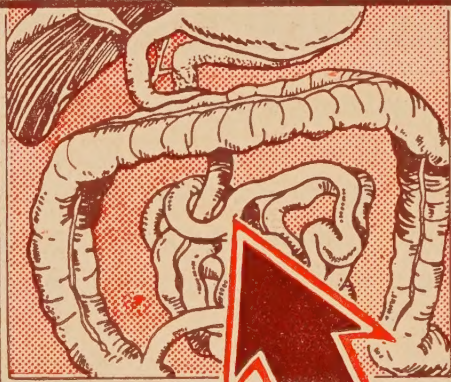
Pure Blackcurrant Juice		per bot.	2/4
Lime Juice Cordial		per bot.	11d.
Mission Orange Juice	per bot.	2/6 and 4/9	
Mission Grape Fruit Juice,	per bot.	2/6 and 4/9	
Welch's Tomato Juice		per bot.	7½d. and 1/3



• MILK FOODS •

Kremovite Cheese				per pkt.	6d.
Finest Gruyere Cheese (12 portions)				per drum	1/3
Pure Devonshire Cream (free from preservatives)				per tin	4½d.
Allinson's Custard Powder				per pkt.	1/1
Plasmon Custard Powder				per pkt.	5d.
Plasmon Blancmange				per pkt.	5d.

Banishing **CONSTIPATION**



**HOW
TO DEAL WITH
CONSTIPATION
AND AVOID ITS
EVIL RESULTS**

A copy of this Booklet will be sent post free on request

CONSTIPATION



CONSTIPATION has frequently been described as the mother of all diseases. Whilst this description may not be strictly accurate, it is certainly true that many serious and complicated complaints may be attributed to it. The retention of waste matter within the system is serious because it is absorbed by the blood-stream, which it slowly but surely poisons.

Where the complaint is a long-standing one, patience and perseverance will be necessary to effect a complete cure. We are now packing a harmless and non-habit-forming herbal remedy which causes the evacuation of hardened deposits in the intestines, cleanses the stomach, and purifies the blood-stream in a perfectly natural manner. This is known as Bilson's Laxative Cleanser.

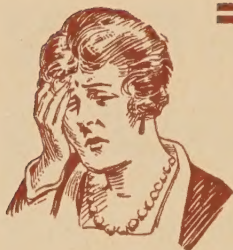
Californian plums, muscatel raisins, and other sun-dried fruits are also beneficial, whilst Vital Oil—a combination of fruit oils containing both Almond and Apricot Oil—which are well known for their beneficial effects, is extremely valuable as an internal lubricant.

It is important to take a reasonable amount of bulk, and to avoid a diet which consists too exclusively of highly concentrated foods. In this connection agar agar is particularly useful, and those who do not care to take agar powder can obtain it, combined with other ingredients in attractive biscuit form.

Dr. J. H. Kellog, a medical director of America's largest sanitarium, at Battle Creek, has devoted many years to studying the treatment of constipation and its allied diseases. In severe cases he advocates the use of Lacto-Dextrin, to change the intestinal flora.

Limitations of space prevent us from giving more detailed information here; but we advise all who suffer from this most obstinate complaint not to allow it to continue to clog and poison their systems. Prompt and effective measures may save much future suffering, and we shall be pleased to send literature upon the subject to any who may be interested.

Further information on this subject will be found in our free booklet, "Banishing Constipation."



*Don't feel like this . .
.. Vitalise your diet
with*

BILSON'S VITAMIN FOOD

A Special Preparation rich in vitamins and supplying, in a natural and concentrated form, those essential food elements which are deficient in modern diet.

Makes a pleasant breakfast food or can be taken sprinkled over other foods.

Standard Tin

1/-

Double Size

1/9

Write for a tin of _____

VITAMIN TONIC

TO-DAY!

- *Sole Manufacturers:*
- T. J. BILSON & CO.,
- 19, Grays Inn Road,
- London, W.C. 1.



• VEGETABLES •



- *Finest Dried Leaf Spinach per tin $1\frac{1}{3}$ and $2\frac{2}{3}$
- *Finest American Sugar Corn per tin $1\frac{1}{2}$
- *Finest Celery Powder per tin $7\frac{1}{2}$ d. and $2\frac{2}{3}$
- *Finest Onion Powder $7\frac{1}{2}$ d. and $2\frac{2}{3}$
- Heinz Vegetarian Baked Beans tin 3d. and 5d.
- Heinz Vegetarian Spaghetti tin 4d. and $7\frac{1}{2}$ d.
- Soya Beans in Tomato tin. $4\frac{1}{2}$ d. and $7\frac{1}{2}$ d.
- Soya Beans in Gravy tin $4\frac{1}{2}$ d. and $7\frac{1}{2}$ d.

• TOILET PREPARATIONS •

- Finest Olive Oil Soap (72 per cent. extra) per tab. 3d.
- Household Bars 9d.
- Mapleton's Olive Oil Soap 6d.
- McClinton's Colleen Soap per tab. 6d.
- McClinton's Shaving Soap $10\frac{1}{2}$ d. and 1/-
- McClinton's Floss Soap per tab. 5d.
- Natex Soap per box $1\frac{1}{4}$
- Slippery Elm Soap per box $1\frac{1}{6}$

• UTENSILS •

- Riposo Vegetable Grater each $1\frac{1}{6}$
- Nut Mills each $2\frac{1}{8}$ & $4\frac{1}{6}$
- Meludor Water Softeners
- Juistractor each 1/-

Prices from 15/- upwards.

(Special Folder will be sent on request).



Telephone :
Baldslow 88



Telegrams :
Riposo Hydro,
Hastings.

THE KNOWLES HEALTH HYDRO AND DIETETIC ESTABLISHMENT "RIPOSO," ST. HELEN'S PARK, HASTINGS.

"Riposo" is one of the great British centres of hydrotherapy, but it can boast of many other features quite as important as the water-cure. Invalid dieting, on scientific food-reform lines, and sun bathing, intelligently carried out, with the aid of an installation that has no equal in northern Europe, have long ago established "Riposo's" fame. The perfectly constructed, snug air-chalets, with up-to-date heating installations, and the extensive air-bath enclosures, have been pronounced well-nigh perfect by leading Continental health experts. There is a spacious main building, with all the necessary arrangements and comforts, to ensure a successful all-the-year-round season. The famous Schroth Regeneration Cure and the Guelpa Elimination Fast have been pioneered by this establishment for over twenty years. "Riposo" likewise enjoys a widespread reputation as a Health-Holiday Centre, where some pleasant weeks or a restful week-end can be spent amid ideal surroundings.

Extensive Hydrotherapy. Guelpa Fast Cures. Schroth Cures. Sun and Air Bathing. Massage. Scientific Curative Dieting. The Pack System. Rest Cures. Dry Diet Cures. Fruit Fasts. Electrotherapy. Clay Treatment. Comprehensive Diagnostic Methods. Highly Qualified Nature Cure Practitioners and Diet Experts in Supervision.

THE FAMOUS ORIGINAL

RIPOSO SHRED-ALL GRATER

This grater is superior to any other on the market. It shreds both green and root vegetables, raw or cooked, producing a most attractive, palatable and digestible result and not a "mush," also certain fruits, cheese, nuts, and vegetable and nut fats. Having cutting edges both up and down, it shreds twice as fast as most other graters.

"The Star" writes, "the art and practice of salad-making may be revolutionised by the introduction of a new-fashioned grater for root vegetables, which members of women's institutes are consequently ordering on a large scale It's special merit in our eyes is that it enlarges the scope of the would-be maker of salads throughout the year. It, moreover, ensures that the salad appears at the table, not in mushy form, but in one that leaves the jaws and teeth important work to do."

PRICE 1/6.



PRICE 1/6.

"The Manchester Guardian," "The London Evening News," and "The Nursing Times," have sung its praises.

An enthusiast writes, after trying the Riposo grater: "Before then I could never eat raw vegetables, and now can eat them with no unpleasant after effects."

A schoolmaster who bought a Riposo grater at an exhibition was heard to say, "Life has become full of new interest since I have had the grater."

HINTS FOR THE KITCHEN.

For the best results use only the finest ingredients.



TO PREPARE AGAR AGAR

Soak the Agar Agar in water for one hour, then boil in milk or water till dissolved (about 30 minutes). When dissolved, add flavouring, etc., and pour into mould. Use $\frac{1}{4}$ oz. Agar Agar to $1\frac{1}{2}$ pints liquid.

TO PREPARE ROOT VEGETABLES.

In addition to the ordinary methods of preparing root vegetables, these will be found to be delicious if baked in an oven until tender. Beetroot is particularly nice when prepared in this way, although it takes from 2 to 3 hours if the root is large.

Another method of preparing root vegetables, which has the advantage of retaining all their natural properties, is by the use of the RIPOSO Grater. This special Grater cuts both ways and shreds the vegetables so finely that they make a delightful vegetable salad, which is easy to digest without any further preparation. Vegetables prepared in this manner may be used in various combinations, either with or without lettuce or other green salad.

TO PREPARE DRIED FRUITS.

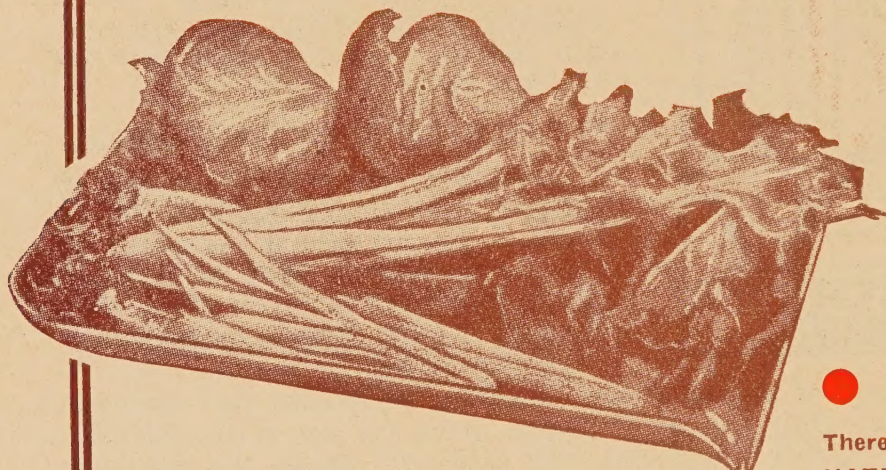
These should be soaked, not cooked. The plums and prunes require at least 12 hours' soaking. Use just sufficient soft water (hot or cold) to cover. After soaking they are ready when warmed. The apricots and pears require 24 hours' soaking. The peaches and nectarines require 36 hours' soaking.

SOFT WATER FOR DRINKING AND COOKING.

The advantages of the use of soft water for drinking and cooking have been emphasised by leading Dieticians. If you prepare your fruits by soaking them in soft water as explained above, you will be surprised how delicious they are. They will also be more health-giving. In the preparation of drinks of various kinds, soft water is a great advantage, and can easily be obtained by using the "Meludor" Water Softeners which are now obtainable at reasonable rates. We shall be pleased to send on request a special leaflet explaining the advantages of soft water, and giving further details of the process employed.



Nature's Marvellous Storehouses of Health



Vegetables are Nature's storehouse of the Natural Salts needed to combat the mineral-starvation at the root of most present-day ills. Rheumatism, Constipation, Catarrh, Over-weight, Nerves, Dyspepsia, are all evidence of serious mineral depletion. Raw vegetables, rich in minerals, carefully blended, highly concentrated, and then reduced to a fine powder, form the sole contents of Natex Foods. There is a Natex Food prepared for most types of mineral-deficiency. The foods help by supplying the mineral-starved organs with just those natural salts needed to restore Healthy Function. Not by 'acting' upon the system and goading it into action, but by feeding the depleted cells with the right elements, thus rebuilding them, restoring their tone and enabling the organs to function normally and naturally.

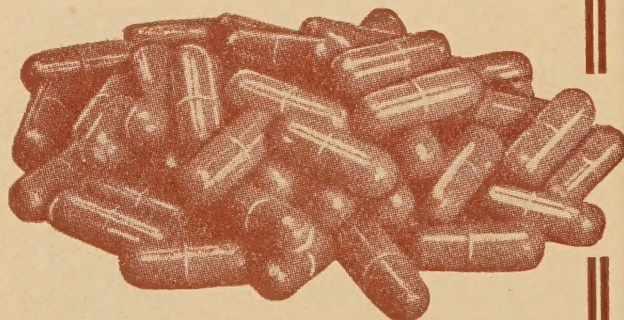
Guaranteed entirely free from all Drugs, Chemicals, Herbal extractives, and Gland Extracts.

Natex Foods



There are
NATEX FOODS
for:

The Liver.
The Blood.
The Bowels.
The Glands.
The Stomach.
The Nerves.
Muscles & Joints.
Promoting
alkalinity.
Reducing,
etc., etc.



SAVOURY RECIPES



FESTIVE ROAST

Take two cupfuls of Wholemeal breadcrumbs or Sunnybisk, an ample supply of chopped parsley, sage and marjoram, a pinch of powdered mace, and half a teaspoonful of Mapleton's Rissole Seasoning. To this add one small grated onion, and mix well together.

Put one teaspoonful of Marmite or Verva, 1 ounce of butter and a teaspoonful of wholemeal flour into a saucepan. Mix to a smooth paste with $\frac{3}{4}$ cupful of cold water, and bring to the boil, stirring until it thickens.

Mix this with the dry ingredients and stir in well. Add half a pound of ground pinekernels or brazils, and stir to a stiff paste. Put into a greased piedish with small lumps of butter on top, and bake lightly for fifteen minutes. Serve hot or cold.

UNCOOKED NUTMEAT.

Mix together one cupful of Power (or Wholemeal breadcrumbs), an ample supply of chopped parsley, and a little grated lemon rind. In half a cupful of water dissolve one teaspoonful of Marmite, add one teaspoonful of lemon juice, and thicken with a little wholemeal flour. Pour the liquid over the Power, and stir until the latter is thoroughly softened. Then stir in two cupfuls of ground pinekernels. Press into a greased mould, and allow to stand for about two hours. It is then ready for use.

TOMATO SAVOURY.

Put a layer of sliced tomatoes into a well greased piedish. Add a layer of thinly sliced onion, and then a thick sprinkling of Bilson's Rissole Meal, and a little oil or butter. Repeat with similar layers to fill dish. Bake for twenty minutes in a moderate oven.

Coffee that tastes
as good as it smells . .

P.R.

. . . and is as good for you as it tastes! "P.R." Coffee has rescued thousands of people who, for years, have been banished from the joys of good coffee. Ordinary coffee was simply out of the question—much as they liked the drink—because injurious quantities of Caffeine were ruining their nerves, and digestion. On the contrary, "P.R." Coffee is an aid to digestion, does not affect the nerves, and it is coffee. It is made from the finest hill-grown berries, pale roasted, and, as you would expect, is the last word in purity. .

Air-Tight Tins 1/6 ½-lb.

2/10 lb.

P.R.

Biscuits



Many people have regained their health and fitness

Simply by changing from Bread to "P.R." BISCUITS

"P.R." Biscuits lack all the clogging danger-elements of bread and contain the complete nourishment of the whole wheat. "P.R." Biscuits are the purest in the world. Absolutely free from all chemical and other adulterants. They have a rare "nutty" flavour entirely their own and are made of such finely ground wholemeal and completely pure ingredients that they suit the most delicate digestion. For growing children they are perfect, making good blood and sound teeth.

Manufacturers

WALLACE PURE FOODS LTD.
TOTTENHAM LANE, HORNSEY, LONDON, N.8.



FRUIT AND NUT DISHES

PLUM PUDDING

$\frac{1}{4}$ -lb. wholemeal flour and $\frac{1}{4}$ -lb. breadcrumbs, 6-ozs. muscatel raisins, 6-ozs. currants, $\frac{1}{2}$ -lb. nutter suet, 2-ozs. tapioca, 1 tablespoonful treacle, 2-ozs. candied peel and the rind of

a fresh lemon. Mix all ingredients well together, nearly fill a well-greased basin, tie over and steam four hours. This pudding is better mixed overnight. Evaporated bananas cut into small pieces may be used instead of fruits mentioned above.

BANANA PUDDING.

Slice 1-lb. of dried bananas and soak in half-pint of water for three hours. Add the juice of half a lemon, sprinkle over a little sugar and nutmeg (according to taste), and bake for one hour. Serve hot. A most nourishing dish. Nut meal may be sprinkled over, instead of the sugar and nutmeg to great advantage.

CALIFORNIAN PUDDING

2 cups cooked Cream of Wheat, 1 cup prune juice, $\frac{3}{4}$ cup sugar, 1 cup milk, 1 egg, $1\frac{1}{2}$ cups prunes cut in quarters.

Mix Cream of Wheat, beaten egg, sugar, liquid and prunes. Pour into baking dish and bake twenty minutes. Serve hot or cold.

WALNUT CAKE

7-ozs. walnuts, ground to a meal, 6-ozs. sugar, 8-ozs. sultanas, 1-oz. peel cut small, 4 eggs. Beat up eggs and sugar to a cream, add nut meal, sultanas and peel, mix all together lightly. Put into well-greased tins and bake in a hot oven about 30 minutes.

HOME-MADE MINCEMEAT

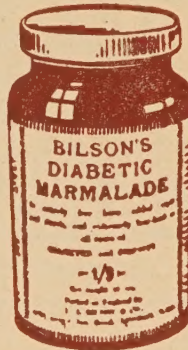
1-lb. of apples, 1-lb. of stoned raisins, 1-lb. of currants, 6-oz. of citron peel, 3-oz. of blanched almonds, $\frac{1}{2}$ -lb. butter. Chop the fruit up very finely, add the almonds cut up fine, oil the butter and mix well with the fruit. Put into jars and cover tightly.

BILSON'S DIABETIC MARMALADE

IS ENTIRELY FREE FROM SUGAR AND STARCH,
AND EXTREMELY BENEFICIAL IN ALL CASES OF
DIABETES AND OBESITY.

PER JAR

1/9



PER JAR

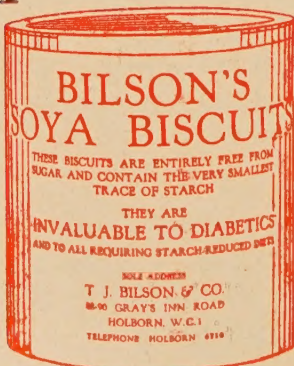
1/9

THIS MARMALADE IS MADE BY A SPECIAL
PROCESS WHICH MAKES IT POSSIBLE TO
RETAIN THE FULL FLAVOUR OF THE FRUIT.

ORDER A TRIAL JAR TO-DAY

BILSON'S SOYA BISCUITS

Are made from Soya Flour and best Nut Butter.
Their delicious flavour makes a pleasant change
for those from whose diet starch and sugar are
excluded. Especially recommended for diabetes.



PLAIN			2/- per tin
FRUIT			2/- per tin
ASSORTED			2/2 per tin

Include a trial box with your next
order.

DIABETES AND OBESITY



However much physicians differ in their opinions regarding the treatment of diabetes, most agree that correct diet is of great importance. The rigid exclusion of ordinary sugar from the diet, and the reduction of starch to a minimum, is almost universally agreed upon. In obesity the same treatment has to be followed except that the quantity of fats taken may be further reduced.

It is usually considered advisable to avoid ordinary breads, whether toasted or otherwise, ordinary farinaceous preparations, e.g., Macaroni, Semolina, etc. Rice, Tapioca, Potatoes, Parsnips, Carrots, Peas, Beans and Beetroot should not be taken. Pastry and Puddings should be avoided unless specially prepared with Gluten or coconut flour and without sugar. Fruit should not be eaten unless specially prepared. Milk should only be used in very small quantities, and wines, liqueurs, and aerated drinks should be avoided.

Most green vegetables may be eaten with advantage, and should be taken raw, in the form of salad, if the patient can digest them.

Nut meal sprinkled over fresh salads will make them more palatable, and greatly improve their food value. All kinds of nuts except chestnuts may be eaten, and a great variety of dishes may be made from the nut meals. Olive and Nut Oils are also very useful, and Vital Oil—a preparation containing almond and apricot oils—is particularly beneficial.

To obtain the best results it is important to persist in the diet, and to make certain that foods are obtained from an absolutely reliable source, where treatment of the complaint is thoroughly understood.

Energen

This famous statue
"Physical Energy"
by G. F. Watts, O.M., R.A.
typifies the idea con-
veyed by the Energen
TRADE MARKS



ENERGEN Bread is exceedingly valuable in providing a balanced diet. It is rich in the Gluten of Wheat, the protein food which the food reformer needs, and which meat eaters obtain in their usual diet.

ENERGEN Bread is light, crisp and delicate of flavour. Requiring complete mastication, it is rapidly assimilated on entering the digestive tract. For these reasons and its reduced "starch" content, *ENERGEN* Bread is now the standard bread for diabetes, and of great benefit to all who suffer from indigestion, obesity, rheumatism, etc.

Do you know how to replace meat protein by vegetable protein? *ENERGEN* Foods meet the need because of their high protein content.

Samples on request from Sole Makers :

Energen Foods Co. Ltd.

WILLESDEN, LONDON, N.W.10.

For prices see opposite page.

DIABETIC CEREALS

BREADS

Granovita Loaves				2/- and 3/9
Granovita Batons				1/- and 2/9
Granovita Rolls				per box 2/-
Energen Batons				2/- and 4/-
Energen Rolls				2/- and 4/-
Energen Loavettes				per box 1/-
Energen Batonettes				per box 1/9
Energen Rusks				per box 1/4
Callard's Gluten Dinner Rolls				2/6 and 4/6
Callard's Frame Food Bread				per box 4/9
Callard's Gluten Cracknels				per box 5/-



FLOUR

Energen Flour (Plain or Self Raising)	1 lb. pkts. 10d.			
Energen Flour			7 lb. bags 5/-	
Gluten Meal (Granovita)			10d.	
Allen and Hanbury's Flour	2/6 and 4/6			
Pitman's Gluten Flour			1/-	
Cellulon Bran Flour				per pkt. 1/-
Callard's Biogene Flour				per lb. 3/-
Coconut Flour				per tin 10d.
Soya Flour				per lb. 8d.
Almond Flour				per lb. 3/-
Walnut Flour				per lb. 2/2
Brazil Flour				per lb. 2/2
Barcelona Flour				per lb. 1/8
Mixed Nutmeal				per lb. 2/2



(Nut Flours are both strict and nourishing and they may be mixed with Gluten Flour for making pastry and cakes).

Are You Dieting?

For All Low-Starch Diets Granovita Bread is strongly recommended because it is really palatable and beneficial in use and this encourages the patient to persevere with the diet. Granovita Bread is standard as to analysis, which is given on each packet. 2/- and 3/9 per box.

Free Sample on Request.

Recommended
by the
Medical
Profession

Sold by
Health Food
& High Class
Stores



Soft Water for Health

A moderate amount of pure soft water—just water—daily, between meals, or on rising and at bedtime, is one of the simplest and sanest health measures for all.

“Hard” water is water containing an excess of lime salts, the worst being the *insoluble* gypsum. Hard water is NOT an aid to health, but hitherto the only alternative has been distilled water which is “dead,” flat and flavourless.

The Problem Solved . .

The MELUDOR solves this problem effectually for even the solitary person. One simply pours hard water in at the top and it flows through softened, with all the insoluble minerals removed.

Sold and strongly recommended by
T. J. Bilson & Co.

Manufactured by

**The Fulham Pottery and Cheavin
Filter Co., Ltd.**
FULHAM, LONDON, S.W.6



Quickly and
easily renewed
at practically
no cost.
Highly
convenient.

15/-

Larger sizes
37/6 and
£4/4/-

DIABETIC BISCUITS



Bilson's Soya Biscuits				per tin	2/-
Bilson's Assorted Soya				per tin	2/2
Energen Bran Biscuits				per box	3/6
Energen Digestive				per tin	9d.
Granovita, Grade "A"				per $\frac{3}{4}$ lb. box	1/9
Granovita Assorted				per box	1/-
Scott's Glutal Biscuits				per pkt.	9d.
Cellulon 00 Biscuits				per box	3/-
Granovita Digestive				per box	1/-



FOR DIABETIC PUDDINGS.

Energen Tapioca			per pkt.	10d.
Energen Macaroni			per pkt.	10d.
Energen Semolina			per pkt.	10d.
Strength of Wheat			per pkt.	10d.
Energen Bismal			per pkt.	7½d.

(Nut and Fruit Oils on page 25 are suitable for diabetic cooking, if not used in excessive quantities).



BILSON'S LEAF SPINACH

is prepared by a special process which enables it to retain its valuable properties intact.

PER SMALL TIN

$\frac{1}{3}$



PER LARGE TIN

$\frac{2}{3}$



THIS CONTAINS THE EQUIVALENT OF MANY TIMES ITS WEIGHT OF THE FRESH VEGETABLE.

Try also BILSON'S CELERY POWDER, $7\frac{1}{2}$ d. per tin.

HAVE YOU

THE

"SUGARLESS"

TRIED

"OXFORD"

FRESH FRUIT



PRESERVES?

MANUFACTURED BY
FRANK COOPER LTD. OXFORD.

SUGARLESS JAMS, Etc.



Bilson's Sugarless Marmalade per jar 1/9

Cooper's Sugarless Jams

Blackberry, Damson, Cherry, Strawberry,
Blackcurrant, Greengage, Victoria Plum,
and Bramble Jelly

8 oz. pots 1/2. 16 oz. pots 2/1.

Callard's Sugarless Marmalade per jar 2/-

Callard's Sugarless Jams per jar 2/-

Lemon Curd per jar 1/3 and 2/-

Energen Strawberry and Blackcurrant Jams
per jar 2/3

Energen Plum and Apricot Jams per jar 2/-



SUGARLESS JELLIES

Lemon or Pineapple per bottle 2/-

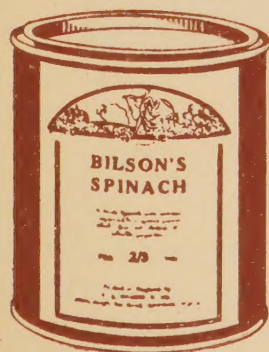
Cherry or Raspberry per bottle 2/-

Orange or Pineapple Jelly Squares each 1/-

Lemon or Raspberry Jelly Squares each 1/-

Cherry or Redcurraunt Jelly Squares each 1/-

SUGARLESS FRUITS & VEGETABLES



Finest Oregon Plums per lb. 10d.

Cherries per bottle 2/-

Gooseberries per bottle 2/-

Plums per bottle 2/-

Blackberries per bottle 2/-

Fruit Salad per bottle 2/-

Dried Leaf Spinach per tin 1/3 and 2/3

All nut kernels and nut meals, except those of the chestnut, are
useful for diabetes. For prices see page 3.



CALLARD'S

ARE THE ORIGINAL

DIABETIC FOODS

recommended by the Medical Profession for Diabetes, Obesity and Rheumatism.

BREADS AND BISCUITS.—Callard's Breads and Biscuits may be taken with safety even by those on very strict diet.

Try also Callard's Flour for your Pastry.

FRUITS AND JAMS.—Callard's Sugarless Fruits are delightful for dessert and Callard's Jams and Marmalade make a pleasant change if served with bread and cereal foods.

SWEETMEATS AND JELLIES

Of these there is a large selection to suit all tastes. Callard's Marzipan Chocolates and Raspberry Noyeau deserve special mention. Callard's Jellies and Jelly Squares make a most appetising course at any meal.



**CELLULON FOODS OF LOW FOOD VALUE
SUPPLY BULK AND SATISFY THE APPETITE
OF PATIENTS ON LOW CALORIE DIETS.**

Sold and recommended by
T. J. BILSON & CO.

Who will supply further particulars on request.

CALLARD & COMPANY

74, REGENT STREET, W.1.

SUGARLESS CONFECTIONERY

De Bry's Diabetic Chocolate,
Vanilla, Coffee or Orange

2d. per bar

Pitman's Diabetic Chocolate 8d.

Marzipan (Ponos) per box 2/3

Marzipan Chocolates per box 2/3

Assorted Chocolates per box 3/6
and 1/6

Chocolate Biscuits per box 2/3

Lemon Jubes per box 1/-

Black Currant Jubes per box 1/-

Peppermint Jubes per box 1/-

Pineapple Jubes per box 1/-

Raspberry Noyeau per box 1/-

Coconut Ice per box 1/-



DIABETIC SUNDRIES

Savoury Nut Paste 6d. and 10½d.

Ponos Russian Cake each 3/6

Swiss Rolls (Apricot or Chocolate) each 2/-

Almond Sponge Cakes box 3/-

Dr. Wilson's Solidified Cacão per lb. 3/6

Energen Cocoa per tin 10d.

Sweet Glycerine 1/- and 1/9

Saccharin Pellets 9d. and 1/3

Casoid Pancake Mixture 1/6

Powdered Agar Agar per oz. 4½d.

Casoid Pudding Mixture 2/-

Pure Lemon Juice 1/-, 1/8 and 3/- per bottle

Gelozone 1/-, 1/9, and 3/3

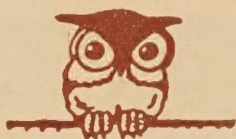
Laxative Cleanser 1/6 per tin

Nut Mills (for grinding nut kernels)

2/8 and 4/6



Diabetic Cakes and Biscuits made to order, and Proprietary
Preparations not in stock procured at short notice.



Wise People
take . .

BILSON'S MATÉ TEA

Maté or Paraguay Tea is anti-acid. It is used by the natives of South America, who enjoy excellent health and keep free from Rheumatism and other troubles. MATÉ has a cleansing action upon the stomach, and is an ideal drink for assisting elimination when fasting.

GOLDEN
TINS

1/-
each



DOUBLE SIZE
1/9

HOUSEHOLD
TINS 3/-

MATÉ TEA is prepared and drunk as ordinary tea and with either milk and sugar, or with lemon and sugar. Some people accustom themselves to the taste of Maté by first mixing it with ordinary tea, the flavour of which it improves.

MAY WE SEND A TRIAL
TIN?





DIABETIC DISHES

WALNUT ROAST

Mix 2 ozs. walnut meal with 2 ozs. Gluten Breadcrumbs, pour in one egg, beaten in $\frac{1}{2}$ cup of milk. Mix to stiff paste, and bake in well-buttered dish for half hour in moderate oven.

DIABETIC OMELETTE

Take three eggs, which part by putting the yolks in one basin and the whites in another; mix with the yolks one tablespoonful of coconut flour, and the smallest quantity of saccharin, whip the whites to a snow, then mix with the yolks, fry in butter, and serve hot, with marmalade or jam.

HAZLENUT PUDDING

2 cupfuls of Gluten Breadcrumbs. 4 tablespoonfuls of
2 cups of boiling milk. 2 eggs. Hazelnut Meal.

METHOD.—Mix dry ingredients, add milk, allow to stand for $\frac{1}{4}$ of an hour, then add beaten eggs, and beat whole well together. Half fill small greased moulds with mixture, and steam for $\frac{3}{4}$ of an hour, and serve with cream, custard or diabetic jam.

MARMALADE PUDDING

4 ozs. Gluten Breadcrumbs.
1 $\frac{1}{2}$ ozs. Diabetic Tapioca.
4 ozs. Nutter Suet. 1 egg.
2 large teaspoonfuls of Diabetic Marmalade.

METHOD.—Mix dry ingredients well together, add egg and marmalade, put into well-greased basin, cover with buttered paper, steam for 3 hours. Serve hot.

SOYA AND COCONUT CAKE

Well mix a $\frac{1}{4}$ lb. of Soya Flour with $\frac{1}{4}$ lb. of Coconut Flour. Sweeten with Saccharin if desired. To this mixture stir in a well-beaten egg. Bake in a moderate oven for twenty minutes.

When making Diabetic dishes use only Soya, Gluten or Nut Flours.

A black and white illustration of a Nutter tin and a Nutter box. The tin is on the left, showing the brand name 'NUTTER' in large, bold letters. Below it, smaller text reads 'THE PURE VEGETABLE COOKING FAT' and 'A FAVOURITE FOR 50 YEARS'. The box is on the right, also featuring the 'NUTTER' brand name in a stylized font. The illustration is done in a simple, sketchy style with cross-hatching for shading.

economy and success

There's no cooking fat to equal NUTTER, the famous Vegetable Cooking Fat, for pastry and cake making. Pure, wholesome and tasteless, it does justice to even the best of cooking.

In Packets and Tubs 7½d. per lb.

SAVORMIX

1/9 per lb. 6d. per 1/4-lb.

This wonderful preparation, made chiefly from nuts, saves the housewife trouble, time and money, and adds a new zest to the family's meals. For making rissoles and such delicious savouries as shepherd's pie, nut meat roll, etc., it is unequalled.

MAPLETON'S NUT FOOD CO., LTD.
GARSTON, LIVERPOOL, 19.

APPROXIMATE FOOD VALUES

Substance	Protein	Fats	Carbo- Hydrates	Organic Salts	Water	Total Solids
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Nuts

† Walnuts			15.8	57.4	13.0	2.0	11.8	88.2
† Almonds			23.5	53.0	7.8	3.0	6.2	87.3
† Brazil Nuts			16.4	67.7	6.6	3.3	6.0	94.0
† Pine Kernels			33.9	48.2	7.9	3.8	6.2	93.8

Vegetables

† Potatoes			2.2	0.2	21.0	1.0	75.0	24.4
† Carrots			0.5	0.3	10.1	0.9	86.5	11.8
† Turnips			0.9	0.1	5.0	0.8	90.3	6.8

Cereals

† Wholemeal Flour			11.4	2.2	71.7	3.0	11.7	88.3
† Rice (unpolished)			7.8	0.4	79.0	0.4	12.4	87.6
Macaroni			11.7	1.6	72.9	3.0	10.8	89.2

Cheese, Milk, Eggs

† Cheddar Cheese			28.4	31.0	0.0	4.5	35.0	64.0
† Milk			4.0	3.9	5.2	0.8	86.1	14.1
† Eggs			14.0	10.5	0.0	1.5	64.0	26.0

Fresh Fruits

† Grapes			1.3	1.7	17.7	0.5	78.8	21.2
† Bananas			1.2	0.8	22.9	1.0	74.1	25.9
† Apples			0.5	0.5	16.6	0.4	82.0	18.0

Dried Fruits

Dates			6.6	0.2	65.3	1.6	20.8	73.7
Prunes			2.4	0.8	68.9	1.5	26.4	73.9
Raisins			2.5	4.7	74.7	4.1	14.0	86.0
Apricots			4.7	1.0	62.5	2.4	29.4	70.6

Foods marked † Contain Vitamins. Bilson's Vitamin Food is particularly rich in Vitamins.



HOME-MADE NUT PASTES

THESE DELIGHTFUL PASTES ARE FRESHLY MADE FOR US BY ONE OF OUR LADY CUSTOMERS. THEY ARE DELICIOUS FOR BREAKFAST OR TEA AND MAKE EXCELLENT SANDWICHES.

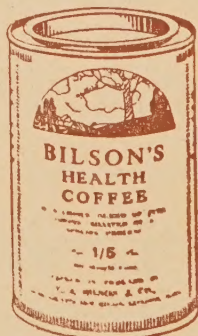
BRAZIL $4\frac{1}{2}$ d. and $7\frac{1}{2}$ d.

PINEKERNEL $4\frac{1}{2}$ d. and $7\frac{1}{2}$ d.

BILSON'S HEALTH COFFEE

IS A CHOICE BLEND OF PURE COFFEE
ROASTED BY A SPECIAL PROCESS.

$\frac{1}{2}$ lb. Tins
1/5.



1lb. Tins
2/9.

Bilson's Health Coffee is the easiest of ALL Coffees to prepare as it only requires the addition of boiling water.

FOOD CLASSIFICATION

PROTEIN FOODS

- †NUT KERNELS
- †NUT MEALS
- †NUT MEATS
- MILK FOODS
- CHEESE
- PULSES

FOODS RICH IN FATS

- †VITAL OIL
- NUT OILS
- †OLIVE OIL
- NUT
BUTTERS
- MILK
FOODS
- NUT
MEATS



CARBO- HYDRATE FOODS

- BISCUITS
- CEREALS
- BREADS
- BREAKFAST
FOODS
- CAKES
- HONEY
- CONFEC-
TIONERY

VITAMIN FOODS

- †BILSON'S VITAMIN FOOD
- †BILSON'S SPINACH
- VEGETABLE EXTRACTS
- WHOLEMEAL CEREALS
- BRAN FOODS
- DRIED FRUITS

Foods marked † are Especially Valuable

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TERMS OF BUSINESS

All Lines marked * are sent Post Free.

In London and Suburbs goods value 5/- are Carriage Free.

Within 30 miles Radius goods value 10/- are Carriage Free.

Within Great Britain goods value 15/- are Carriage Free.

On smaller orders 6d. is charged towards carriage in London, and 1/- in the Provinces. On very small orders full postage is charged. Full carriage is charged on flour and sugar. If a house is outside the Railway Delivery Radius, goods will be sent to the nearest Station.

Always sign Carmen's Sheets "Contents Unknown."

All Prices are subject to market fluctuations.

Business hours 9 a.m. to 7 p.m. Saturdays 9 a.m. to 1 p.m.

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FEEDING YOUR NERVES

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HOLBORN 4710

T. J. BILSON & CO.
19, GRAYS INN ROAD,
HOLBORN, LONDON, W.C.1.
(UNDERGROUND-CHANCERY LANE)